

REMARKS

Claims 15, 16, and 27-35 are pending. Claims 15 and 16 are amended herein.

The Examiner rejected claims 15, 16, 27-31, and 34 under 35 U.S.C. § 102(e) over U.S. Patent No. 6,313,745 to Suzuki ("Suzuki"); claims 32 and 33 under 35 U.S.C. § 103(a) over Suzuki in view of U.S. Patent No. 5,872,850 to Klein et al. ("Klein"); and claim 35 under 35 U.S.C. § 103(a) over Suzuki and U.S. Patent No. 5,897,650 to Nakajima et al. ("Nakajima"). For the reasons discussed in further detail below, Applicant believes the pending application is in condition for allowance.

The Examiner rejected claims 15, 16, 27-31, and 34 under 35 U.S.C. § 102(e) in view of Suzuki. Applicant respectfully traverses this rejection.

Suzuki describes a system that uses wireless tags to detect items of clothing that a shopper takes into the fitting room of a retail store, and then uses all of the detected items to present recommended additional items to a store employee. The system in Suzuki includes a display that is used by employees in the store to view recommendations suggested by the system based on all of the detected items.

A user of the system in Suzuki that enters a fitting room has no way of indicating which among the items she has taken into the fitting room should be used to recommend similar items. The user of Suzuki also has no way of knowing without an additional step of interacting with the store employee that recommendations for similar items are even available.

In contrast, Applicant's technology is directed to a system that allows the user to select which among a set of currently displayed items will be used as seed items and, in some embodiments, to directly view recommendations without the help of employees of the site or store he is visiting. Claims 15 and 16 recite "receiving input from the user selecting one or more of the displayed item indications" and "displaying the generated list of recommended items to the user." Suzuki does not display its list of recommended items to the customer but rather to a store employee who may or may not communicate

the items to the customer. Claim 27 recites "the list of recommendation seeds contains products in the groups whose controls are selected by the user." Suzuki does not allow the customer to select from among the groups of items taken into the dressing room, but rather uses all items taken into the dressing room as recommendation seeds even though the customer may have decided they don't like some of the items. Therefore, Suzuki does not teach all of the steps recited by Applicant's claims. Accordingly, Applicant respectfully requests that this rejection be reconsidered and withdrawn.

The Examiner rejected claims 32 and 33 under 35 U.S.C. § 103(a) over Suzuki in view of Klein; and claim 35 under 35 U.S.C. § 103(a) over Suzuki in view of Nakajima. Applicant respectfully traverses this rejection.

As noted above, claim 27, from which all three of the rejected claims depend, recites steps not taught by Suzuki. Klein is cited for teaching albums and books in a marketplace. Nakajima is cited for teaching a control wherein a portion of the contents can be dragged. Like Suzuki, neither Klein nor Nakajima teach allowing a user to select which among a set of currently displayed items will be used as seed items or to directly view recommendations without the help of a third-party (such as a store employee). For this reason and the reasons discussed above, Applicant respectfully requests that these rejections be withdrawn.

In view of the above remarks, Applicant submits that the pending application is in condition for allowance.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 50-0665, under Order No. 249768045US from which the undersigned is authorized to draw.

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Respectfully submitted,

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